PHILIP MORRIS USA — INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Roy Anise

DATE: November 25, 1991

FROM: Promotional Services/ Robert Tomei

SUBJECT: Alpine's Salem 'Wrap' ~~Defensive~~ Offensive Promotional Strategy: Test Program

As discussed, the Alpine Brand & Promotional Team would like to coordinate an integrated promotional strategy (in-store display activity supported by consumer direct marketing) for an Alpine Defensive Program against the pending national retail introduction of the Salem 'Wrap" (scheduled for February 1992). One possible mechanism to accomplish this objective would be to utilize the Retail Direct Marketing System (RDM: currently being developed by MI&A) and overlay direct communication to individual smokers (Consumer Direct Marketing).

With RDM's assistance, we would like to identify the potential to reach Salem smokers at the individual store level based on the types of consumers who reside within the particular account's trading area. Other criteria to rank the potential of individual stores may include the ability to reach Menthol and Price Value smokers as well. Once identified, this store list could be used to select 'priority' accounts in which to place Alpine in-store displays. In addition, we could further support this in-store promotional activity by communicating directly with consumers available on PM's Direct Marketing Database who reside in the individual stores' trading areas. This communication could 'advertise' the upcoming in-store promotional display/offer as well as, provide competitive smokers with an added incentive (i.e. $1.00 or $2.00 coupon).

Along with MI&A, we would like to test this integrated promotional strategy/concept and select a geography (section or market) which would yield the highest potential of reaching Salem smokers. Therefore, based on the results of the RDM analysis, we would appreciate direction from MI&A in the identification of an appropriate market place to test this integrated promotional strategy.

As you have already outlined (reference attached), this project will provide Philip Morris with a 'live' test of integrating Retail Direct Marketing and Consumer Direct Marketing to address a pending business issue.

Roy, we look forward to working with MI&A in the planning and execution of this new promotional concept. If you have any questions/comments, please do not hesitate to call.

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copy to Bob Tomei
return original
(1st page only)
Bob- Alpine programs
FYI are OFFENSIVE
Julie

cc: M. Mahan too

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